

Iowa Department of Natural Resources  
Natural Resource Commission

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ITEM

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DECISION

TOPIC      Contract with Focus Group for the International Hunter Education  
                 Association (IHEA) Journal

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The Department requests Commission approval for a contract with Focus Group for the publication of Iowa's International Hunter Education Association (IHEA) quarterly journal. The contract will expire December 31, 2011. The contract is not to exceed \$30,000 and will be paid for with federal grant funds. The cost identified as a limit is due to the variables in the mailings. These variables include number of pages and pieces mailed depending on the number of names we provide for the mailing.

The journal is an educational resource provided to our volunteer hunter education, bow education, and fur harvester education instructors and apprentices. The Department's newsletter, specific to Iowa's issues, is inserted into the publication on a quarterly basis. This resource to our volunteers provides information which assists them in their teaching students lifelong skills that are important to the many different types of outdoor recreation opportunities, wildlife identification, hunting ethics, hunting laws, firearm/archery safety, wildlife management basics and more which help conserve our natural resources.

The contractor, Focus Group, is identified as the sole publisher and mailer of the IHEA journal in accordance with the competitive bid process and sole source requirements.

Robert Garrison, Law Enforcement Bureau Chief  
Conservation and Recreation Division  
April 8, 2010